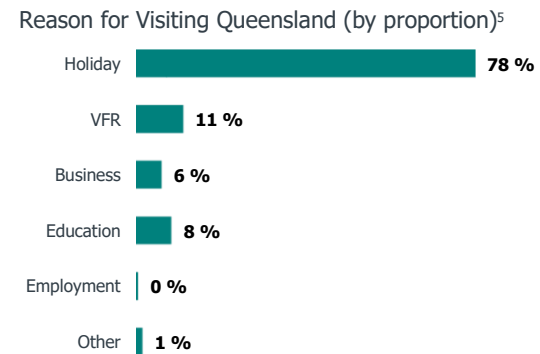
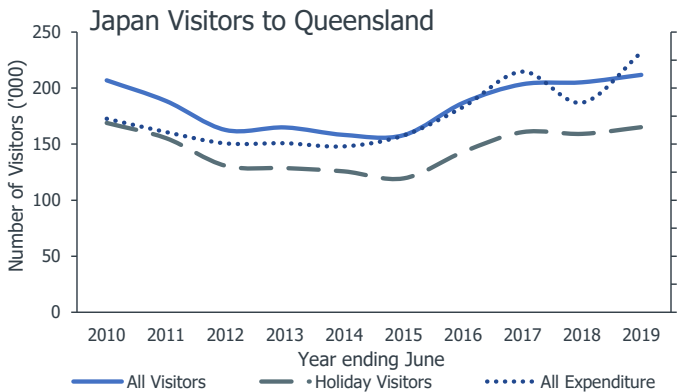
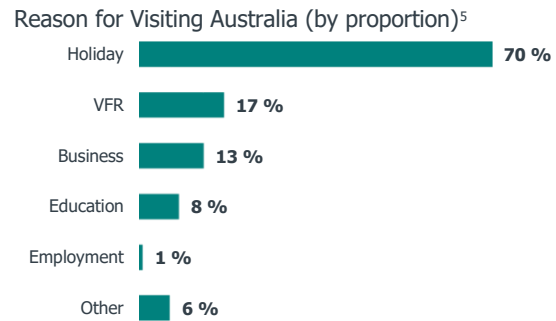


Japan Market Snapshot



Year ending June 2019

Japan Visitors						Japan Expenditure			
To Australia	Visitors	Year Chg%	Share	ALoS ¹	Year Chg#	\$ million ²	Year Chg%	Share	\$/Visitor
Total Visitors	445,000	▲ 9.1%	5%	24.8	▼ -1.4	\$1,225.4	▲ 12.3%	4%	\$2,751.4
Holiday Visitors	311,000	▲ 12.3%	7%	20.3	▼ 0.0				
To Queensland	Visitors	Year Chg%	Share	ALoS ¹	Year Chg#	\$ million ²	Year Chg%	Share	\$/Visitor
Total Visitors	212,000	▲ 3.2%	8%	17.1	▲ 0.6	\$463.5	▲ 23.9%	8%	\$2,188.2
Holiday Visitors	165,000	▲ 3.8%	9%	11.5	▼ -1.9				



Year ending June 2019	Age				Gender		Traveling with...			
	15-29	30-49	50-69	70+	M	F	Solo	Couple	Family	Friends
To Australia										
Total Visitors	37%	33%	26%	4%	48%	52%	44%	20%	14%	12%
Holiday Visitors	39%	31%	26%	5%	45%	55%	35%	26%	18%	16%
To Queensland										
Total Visitors	40%	29%	27%	5%	45%	55%	31%	25%	19%	15%
Holiday Visitors	39%	30%	25%	6%	45%	55%	22%	30%	23%	17%

Year ending June 2019	Number of Previous Visits to Australia							On Pkg Tour
	0 (First)	1	2	3	4 - 7	8 - 20	21+	
To Australia								
Total Visitors	52%	12%	14%	6%	9%	6%	1%	40%
Holiday Visitors	59%	12%	14%	5%	6%	3%	0%	51%
To Queensland								
Total Visitors	62%	15%	8%	4%	7%	4%	1%	54%
Holiday Visitors	68%	14%	7%	3%	4%	3%	0%	64%

Research Updates
To receive an email alert whenever new tourism figures are released, please [click here](#).

1. ALoS - Average length of stay.
2. Expenditure data is sourced from Tourism Research Australia and is inclusive of package expenditure.
3. Non-core - Countries not included by TRA in individual analysis are grouped by continent or region.
4. Tourism Research Australia - Forecasting.
5. Due to visitors having more than one main reason for travel, proportions equal to more than 100%.
Note: Unless specified, all data is from Tourism Research Australia, International Visitor Survey

